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ABSTRACT

This report begins by describing the activities of the members of the Nebraska Information Partnerships Planning Committee as they planned for the state conference, including a Delphi survey that was conducted to identify key issues and direction for discussion at the conference, and the selection of 100 delegates. Conference activities and presentations are then briefly described together with information technology exhibits that featured online catalogs, the Nebraska state database NEON, CD-ROM databases, and full-text online databases. The eight delegates and four alternates elected to attend the White House Conference on Library and Information Services in July are also named. Background information on the Nebraska Information Partnerships initiative includes an outline of the assumptions that undergird Nebraska's recommendations and introduces reports on the three main themes of the conference: (1) Partnerships for Democracy; (2) Partnerships for Productivity; and (3) Partnerships for Information Literacy. Each of these reports includes a brief discussion of the theme, a list of the questions guiding small group discussions, and recommendations proposed by the participants. Three additional general recommendations and lists of the planning committee members and the delegates--including library and information professionals, active library supporters, government officials, the general public, and honorary delegates--conclude the report. A list of six related publications is also provided. (BBM)

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NEBRASKA INFORMATION PARTNERSHIPS

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A Report to Nebraskans

May 1991

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Nebraska
Information
Partnerships

Nebraska Conference on Library and Information Services

The **Nebraska Information Partnerships Conference** has resulted in new perspectives toward Nebraska library and information services. Building on earlier state planning initiatives, Information Partnerships sets challenges for strengthening existing relationships and seeking new alliances. The new partnerships that have been envisioned are already emerging at community and state levels.

The interest, enthusiasm, and contributions of the conference planners, delegates, and staff are greatly appreciated. The efforts of these individuals and the continuing interest in the partnership process are vital to moving the agenda forward in the 1990s.

The **Nebraska Information Partnerships** theme presents a focus for library and information service initiatives in Nebraska. Continuing partnerships can grow and be strengthened through community, regional, and state collaboration. Such efforts are needed to meet the information needs of the people of Nebraska now and toward the year 2000.

We encourage further consideration and discussion of the issues, ideas, recommendations, and visions outlined in the **Nebraska Information Partnerships** report.

Rod Wagner

Rod Wagner
Director
Nebraska Library Commission

Nebraska Conference on Library and Information Services

February 24-26, 1991

Best Western Regency West

Omaha, Nebraska

Sponsored by
Nebraska Library Commission

Nebraska Information Partnerships Planning Committee

with the support of the
National Commission on Libraries and Information Science

Preceding the national White House Conference
on Library and Information Services
Washington, D.C., July 9-13, 1991.

Enhancing Our Quality of Life through Information Partnerships

THE PLANNING PROCESS

Planning Committee

A Planning Committee, formed in September of 1989 to plan and implement Nebraska's activities, included the following members: Pat Peterson, Assistant Director, Lincoln City Libraries; Clara Ruttmann, Director of Media Services, Lincoln Public Schools; Kathy Small (Chair), Executive Director, Nebraska Futures, Inc.; Rod Armstrong (Vice-Chair), Director, New Horizons Project; Tom Gensichen, Administrator, Eastern Library System; Jean Ahrens, Faculty member at Western Nebraska Community College, Scottsbluff; Barney Boustough, Adult Education Coordinator, State Department of Education; Sandra Riley, NLC Commissioner and Columbus City Council Member; Joan Giesecke, Associate Dean, UNL Libraries; and Jane Mendlik, Governor's Policy Research Office.

Delphi Survey

A survey sent to more than 3000 Nebraskans assisted the Nebraska Information Partnerships Planning Committee in identifying key issues and direction for discussion at the conference. Results of discussions from the Nebraska Information Partnerships Conference, along with pertinent recommendations from other projects such as *New Horizons* and *Nebraska Futures*, will form the basis of future library and information service agendas.

Goals

- Cultivating statewide public and private information partnerships.
- Improving freedom of access to information for all Nebraskans.
- Helping Nebraskans become more aware of the variety of information resources available.
- Fostering a clearer understanding of how Nebraskans' information needs fit into the global society and economy.
- Building an action agenda for meeting future information needs.

Delegate Selection

One hundred Conference delegates were selected at the Nebraska Information Partnerships Planning Committee meeting in December, 1990. With more than 230 nominations submitted, the Delegate Selection Subcommittee worked to ensure representation for each of the four categories (Library and Information Professionals, Active Library Supporters, Government Officials, and the General Public) reflecting Nebraska's diversity in terms of cultures, geography, community size, and public and private organizations.

THE CONFERENCE
FEBRUARY 24-26, 1991

Rod Wagner, Director of the Nebraska Library Commission welcomed Nebraska Information Partnership Delegates and other Conference Participants...

James Kineen, President of the Omaha Public Library Board extended official welcomes on behalf of the City of Omaha and the Omaha Public Library...

Martha Hale, Conference Moderator, and Dean of the School of Library and Information Management, Emporia State University, provided an overview of the Conference purpose and process...

Photo by Nebraska Humanities Council

Conference participants heard an address by Thomas Jefferson, as portrayed by Clay Jenkinson, on the role of libraries and information in the building and monitoring of a democratic society.

"Partnerships for Democracy"

"Enlighten the people generally, and tryanny and oppressions of body and mind will vanish like evil spirits at the dawn of day"

Thomas Jefferson

Carol Wohlford, a member of the White House Conference on Library and Information Services Advisory Committee, from Wichita, Kansas, extended greetings from the national planning groups and wished Nebraskans well in their conference activities...

"Partnerships for Productivity"

Carolyn Corbin, founder and president of Dallas-based Carolyn Corbin, Inc. challenged participants with looking at global demographic trends and speaking to "Strategies 2000: Enhancing Competitiveness Through Information."

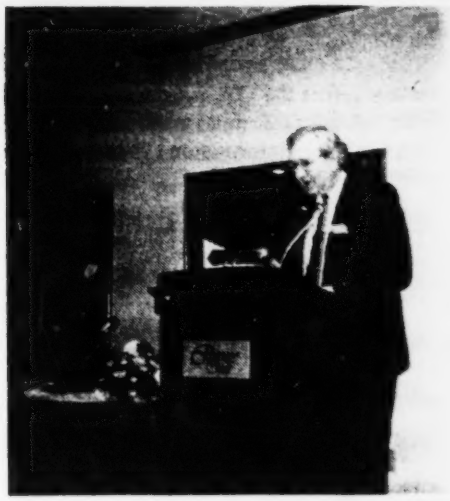
"Partnerships for Information Literacy"

"We must recommit ourselves to an informed citizenry, and local libraries are at the forefront of this effort." **(Gottschalk)**

"We have a good forward-thinking business community in Nebraska and our educational television system ranks as one of the best." **(Milligan)**

John Gottschalk (seated), President and CEO of Omaha World-Herald and Bob Milligan, (standing) President of MI Industries, Lincoln, presented views from the private sector on the issues of information literacy for the workplace.

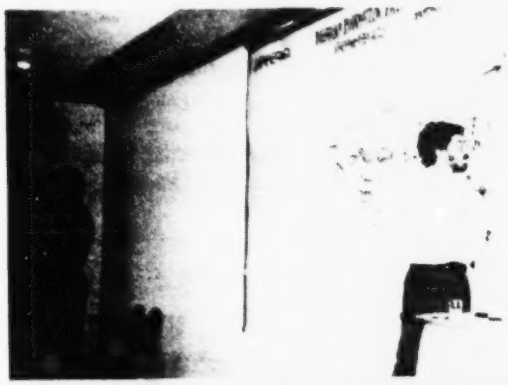
Small group discussion took place following presentations on Partnerships for Democracy, Productivity and Information Literacy. Facilitators and recorder teams employed a variety of techniques to keep discussions lively and focused on visions and recommendations. One group used a "pictionary" process to stimulate ideas and discussion.



Raymond Means, Director of the Creighton Reinert/ Alumni Memorial Library in Omaha and Nebraska Delegate to the 1979 White House Conference on Library and Information Services, shares his experiences during Nebraska's 1979 state conference and as a national delegate.

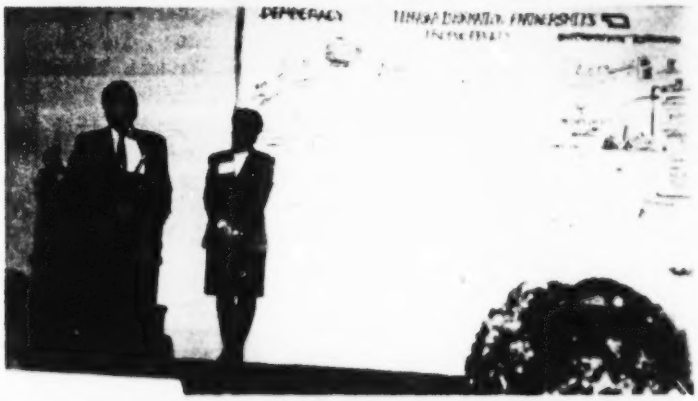
Conference participants took time out of their busy schedule to enjoy an evening buffet and reception at the Omaha's Joslyn Art Museum.

A special highlight of the Nebraska Information Partnerships Conference occurred during the wrap-up session that drew together the ideas, strategies, and visions from two and one-half days of presentations and discussions.



Conference Moderator, Martha Hale, Dean of the School of Library and Information Management at Emporia (KS) State University, verbally pulled together the themes, while Paul Hoffman, Conference Graphic

Artist, created a visual summary before the very eyes of the delegates. The 6' by 9' graphic features the Nebraska Information Partnerships three themes of Democracy, Productivity, and Information Literacy and was later produced as a four-color poster.



Rod Armstrong, Director of the Governor's Policy Research Office, and Kathy Small, former Director of Nebraska Futures, focused on ways Nebraskans can network for Information Partnerships.

Eight delegates were elected to attend the White House Conference in July. (Left to Right) William McGahan, alternate; Phyllis Brunken, delegate; Julie Haney, alternate; Gale Kosalka, delegate; David Krecek, delegate; Eva Knight, delegate; Sandra Riley, delegate; Thomas Kelly, alternate; Laureen Riedesel, alternate; Robert Lanphier, delegate; Dee Yost, delegate. Pictured separately is Donna Polk, delegate.

"I can honestly say I have never been to a conference where such open communication occurred about the need to distribute information to the people of this state."

Warren Benson, Delegate to Nebraska Conference, *Computing & Data Communications News.*

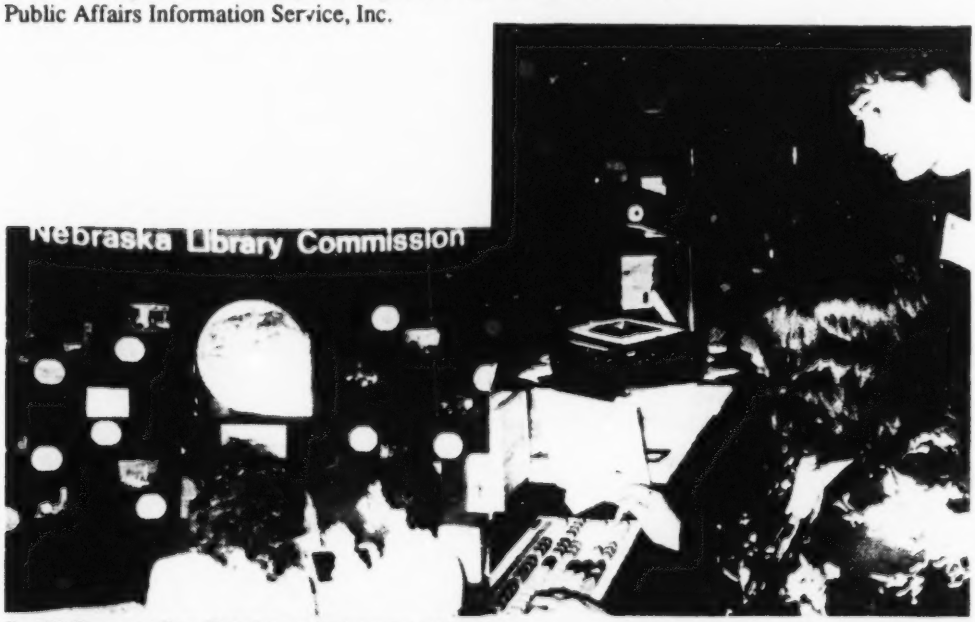
Conference Features Technology Exhibits

The Information Fair at the Nebraska Information Partnerships Conference featured eight information technology exhibitors. The purpose of the exhibit was to give Conference delegates a sense of the variety and scope of existing technology that enhances information access and delivery.

Exhibitors included DataTimes, a vendor of full-text online databases with exclusive access to the Omaha World-Herald database. Lincoln City Libraries and Omaha Public Library, in true partnership spirit, operated a joint exhibit featuring their Dynix-based online catalogs and Omaha's Wired Library (OWL) bulletin board. The Nebraska State Data Center demonstrated the NEB-INDEX, an electronic bulletin board of census-related information.

Also exhibiting were the University of Nebraska-Lincoln Libraries showing how they access a worldwide selection of electronic sources through Huskernet and the Internet, including their own public access catalog named IRIS. SCOLA — Satellite Communications for Learning showed videotapes of current newscasts from thirty-five foreign countries which arrive at SCOLA locations via satellite. SCOLA headquarters are at Creighton University in Omaha. U.S. West demonstrated Community Link, a videotext gateway service available in Omaha that allows people access to computerized community information.

The Nebraska Library Commission/NEBASE demonstrated access to *NEON*, the Nebraska state database, and its larger partner, OCLC, including the EPIC Reference Service. CD-ROM databases were among the prominent exhibits. Delegates were very interested in products providing access to government-related information, such as the Government Printing Office Monthly Catalog and PAIS on CD-ROM from Public Affairs Information Service, Inc.



Paul Hoffman and Kate Wakefield assist delegates with searches.

Nebraska Delegates to the White House Conference on Library and Information Services July 9-13, 1991

Library and Information Professionals

Phyllis Brunken, Educational Service Unit 7, 2657 44th Avenue, Columbus, NE 68601

Dee Yost, Republican Valley Library System, 2727 West 2nd Street, Suite 230, Hastings, NE 68901

*Laureen Riedesel, Beatrice Public Library, 218 North 5th Street, Beatrice, NE 68310

Active Library Supporters

Gale Kosalka, 5003 Sunset Drive, Ralston, NE 68127

David Krecek, 12839 Jones Street, Omaha, NE 68154

*Bill McGahan, St. Patrick's Jr./Sr. High School, North Platte, NE 69001

Government Officials

Eva Knight, P.O. Box E, Alliance, NE 69301

Sandra Riley, 2972 North Park Lane, Columbus, NE 68601

*Julie Haney, 5034 South 80th Street, Ralston, NE 68127

General Public

Robert Lanphier, 5607 Harney, Omaha, NE 68132

Donna Polk, 543 West Keating Circle, Lincoln, NE 68521

*Thomas Kelly, The Cocklebur, Rt. 2, Box 24, Oxford, NE 68967

*Alternate

Nebraska Information Partnerships
Vision and Recommendations

"My vision focuses on access of information of all kinds and for all people; it involves the removal of barriers whenever possible that would impede such free access and it involves a vision for the future that is wildly courageous and creative in its resource sharing and cultivation of partnerships of many types."

Mary Griffin ,
Delegate to Nebraska Conference

"Traditional conservative and liberal views of government as either 'the problem' or 'the solution' are giving way to the notion that the public and private sectors should work together in partnership whenever possible. The strategy of promoting public-private partnerships recognizes that a cooperative relationship between the two sectors will create a productive environment for creative enterprise and prosperity."
(***A State for All Ages: Report of the First Phase,*** New Horizons for Nebraska, November 1988)

Background

The Nebraska Information Partnerships initiative was designed to build on previous and ongoing strategic plans for improving the state's quality of life through community and economic development. A variety of state-wide developments contributed to a unique planning environment for the Nebraska conference. Two state-wide strategic planning initiatives, both begun in 1987, ***New Horizons*** (a project of the Nebraska Unicameral, Executive and Judicial Branches) and ***Nebraska Futures*** (a private economic and community development effort), engaged thousands of Nebraskans in giving voice to future needs. Enhancing economic opportunity and competitiveness, reconnecting Nebraska and its communities, and building a superior quality of life were themes of these planning initiatives.

In addition, both initiatives generated specific goals and objectives that relate to the library and information services of the state. In many cases, library and information professionals were actively involved in helping to form those recommendations. As a result, Nebraska had already developed a broad-based citizen perspective on some of the issues relating to library and information service. Because of the ground-breaking work done by ***Nebraska Futures*** and ***New Horizons***, membership on the Nebraska Information Partnerships Planning Committee was designed to include leadership from these two groups.

In late 1989, the Nebraska Library Commission completed a strategic planning process begun in 1987 that involved library and information professionals from across the state. A Steering Committee, comprised of twelve members of the Nebraska library community, identified key issues based on input from Nebraskans during regional meetings held across the state. The goals, objectives, and strategies from this state-wide strategic planning process also form a part of Nebraska's agenda for future library and information service.

In December of 1989, Nebraska sent an eleven-member team -- made up of representatives from the Library Commission, New Horizons, Nebraska Futures, Nebraska Department of Economic Development, the State Legislature, and the private economic development sectors -- to a multi-state conference on "The Role of Information in the Economy of the West." Several team members subsequently served as members of the Nebraska Information Partnerships Planning Committee. Discussion and planning at the Colorado conference provided additional input to activities, themes, and issues guiding Nebraska's pre-White House Conference.

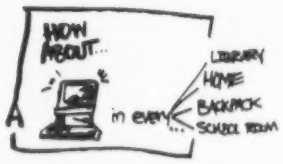
A two-round delphi survey was sent to over 5000 Nebraskans in May and October of 1990 to assist in identifying topics for discussion at the Nebraska Information Partnerships Conference. Responses are summarized in the "1990 Delphi Process Report."

Nebraska was pleased to host the Wilson Symposium on the Future of Public Libraries in Omaha, September 26-29, 1990. Due to the location, many Nebraskans were able to participate in this national conference. The recommendations resulting from the Wilson Symposium form another piece of the library and information service agenda for Nebraskans during the 1990s.

Also included in Nebraska's recommendations is the Resolution resulting from a statewide conference held November 15-16, 1990, "Literacy in Nebraska: A Better Life Through Networking," sponsored by the statewide coalition, Nebraska Coordinators for Adult Literacy. Nebraska Information Partnerships chose to focus on the theme of Information Literacy, recognizing that the issues and challenges of basic literacy were and are being addressed by a wide network of adult literacy groups in Nebraska.

Assumptions and Conditions

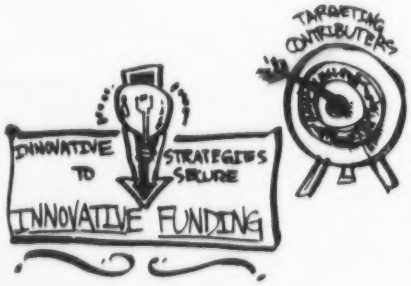
Nebraska Information Partnerships was designed to be an ongoing process and will serve as the organizing initiative for library and information service development throughout the 1990s. The February 24-26, 1991 statewide conference focused on development of visions and partnerships for the future rather than formation of specific resolutions or recommendations. Martha Hale, conference moderator, and Paul Hoffman, conference graphic artist, worked as a team to summarize small group discussion and present Nebraska's vision in graphic form. The recommendations that Nebraska submits to the White House Conference on Library and Information Services, July 9-13, 1991, are based on ideas and discussion from the state conference and related activities, recommendations from *New Horizons* and *Nebraska Futures*, as well as other Nebraska initiatives.



Certain assumptions undergird Nebraska's recommendations and are outlined as follows:

- That the themes of "Partnerships for Democracy," "Partnerships for Productivity," and "Partnerships for Information Literacy," are aspects or components of a larger "Quality of Life" goal toward which Nebraska's library and information profession hopes to contribute.

- That increased access to resources and services for all Nebraskans, regardless of economic status, geographic location, gender, age, literacy level, ethnicity, physical or mental disability, or other relevant factors, will continue to be of concern in the design and delivery of library and information service. This assumption also encompasses the need for information to be available in appropriate formats and through a variety of delivery systems -- from the library to the "backpack".



- That, although new and additional funding and funding sources will always need to be sought, lack of funding, in and of itself, does not constitute a barrier to achieving many of the visions and recommendations offered. The funding effort needs to incorporate education, lobbying, and a values shift to secure higher societal prioritization for libraries and information services.

- That well educated, trained, experienced and remunerated librarians/information professionals are one of the keys to achieving these visions and recommendations and that a dynamic, ongoing system of continuing professional education and improved salaries and benefits is needed to support professional growth.

- That the role of the library/information/media center as a sense of place for communities is viable and will continue to be important to Nebraskans.

- That the need to educate and inform Nebraskans about the role, availability and value of library and information services is continuous and is a critical component of any agenda for improvement of service.

- That traditional concepts of community, institutional boundaries, and ways of doing things must be continually challenged and altered in order to achieve visions for future services and programs.

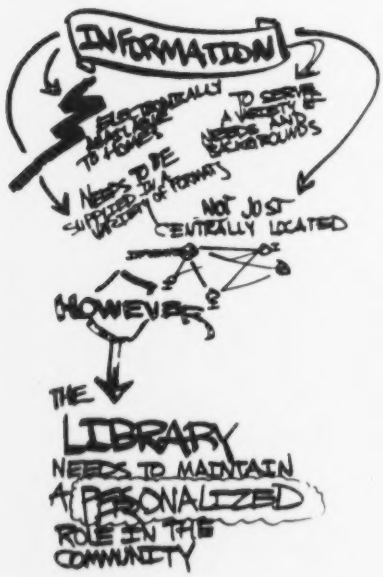
- That the visions and recommendations generated on the state level will need individual, local, state and national partnership, collaboration and commitment for realization.

- That local communities could benefit from going through a process similar to the Nebraska Information Partnerships model, whereby individuals and groups come together to discuss and envision their future information and library service needs.

- That development of universally accessible national and international electronic information networks is necessary and desirable to optimize services to Nebraskans.

"My hope for the future is that all citizens, regardless of ethnicity, gender, intellect, economic status, etc., will have access to information and will be brought in as a full partner for all planning and support of library/ information systems."

DonnaPolk
Delegate to Nebraska Conference


INFORMATION
ELECTRONICALLY
TO SERVE A VARIETY OF NEEDS AND BACKGROUNDS
NEEDS TO BE SUPPLIED IN A VARIETY OF FORMATS
NOT JUST CENTRALLY LOCATED
HOWEVER
THE LIBRARY NEEDS TO MAINTAIN A PERSONALIZED ROLE IN THE COMMUNITY

PARTNERSHIPS FOR DEMOCRACY

Issue #1:

How do we ensure well-informed participants in public policy formation and self-government?

Partnerships for Democracy was identified as one of the three major themes, around which presentations and small group discussions centered at the Nebraska Information Partnerships statewide conference. In addition to recognizing the themes of Democracy, Productivity and Literacy selected by the White House Conference on Library and Information Services, Nebraska also chose to focus on how public and private partnerships on all levels could be built to improve information services in the state. Thomas Jefferson, as portrayed by Clay Jenkinson, framed issues relating to information, libraries and democracy. Discussion reaffirmed the belief that Nebraskans need access to a wide range of information from the public and private spheres in order to participate fully and well as citizens of the state and world.

Questions Guiding Small Group Discussion

What kinds of information and library services will we need to participate in a democracy in the Twenty-First Century?

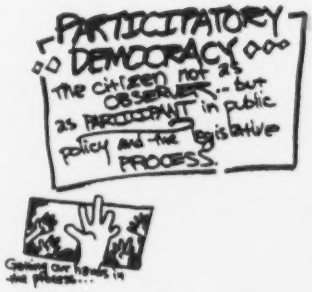
What resources/strengths/partnerships exist now that can be built upon to help us achieve these visions?

What barriers need to be removed or what resources/partnerships must be created to work toward these visions?

Who are some of the partners in the information world in Nebraska?

Can you support this statement: "A democracy cannot work without information being supplied to the populace."?

Can censorship exist in a democracy?



Visions

I would like to believe that in the Twenty-First century Americans will realize that information is valuable enough to be shared freely among all who possess it and need it. I would like to believe that we will realize that true democracy will continue (if it now exists) only when we no longer consider free dissemination of information a luxury we can afford only after all other bills have been paid.

[Our] vision of democracy and information in the twenty-first century includes a barrier-free system of exchange of information with a foundation service of helping persons identify the information problem, developing strategies for accessing the information, identifying relevant information, analyzing the information and synthesizing the information to develop an answer to the problem. Libraries must accept a role in protecting democracy by aiding in the constant struggle to augment our nation's literacy. The user must have free access to information regardless of format and regardless of location.

Our information system needs to not only have information available, but to encourage an informed knowledge and participation in democracy.

Recommendations

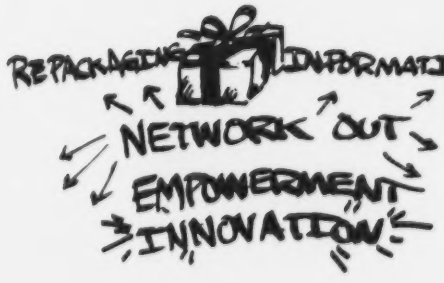
- Develop a Nebraska State Information Center, comprised of core agencies (Nebraska Library Commission, State Records Management Division, and the Legislative Reference Library), as a central access point for identifying and making the information resources of state government available for government leaders and for Nebraska citizens.

- Develop Nebraska State Information Policies that address issues relating to access, fees, and privacy.

- Utilize teleconferencing and electronic bulletin boards in state level public policy development.

- Identify the kinds of information needed by Nebraskans for public policy formation and self-governing.

- Repackage and disseminate information on civic issues for use on local, county, and state levels based on user needs.



NEBRASKA INFORMATION PARTNERSHIPS

DEMOCRACY

PARTICIPATORY DEMOCRACY ... The citizen not as OBSERVER ... but as PARTICIPANT in public policy and the legislative PROCESS.

Getting our hands in the process...

AND THEN THERE'S.... MONEY

INFORMATION SERVICES

FEE FOR SERVICES

FUNDING FROM DIVERSE SOURCES IS NEEDED

WE ALSO NEED TO: RE-DIRECT RESOURCES

TALKING ONE-TO-ONE ABOUT ATTITUDES.

LIBRARY FUNDING vs. MARKETING

- A method
- Reacted to AWARENESS
- Is Backed up by SERVICE
- MARKETED TO THE USER

WHAT ABOUT A MARKETING PLAN?

A GOAL: NATIONAL/GLOBAL LINKAGES

TARGETING CONTRIBUTERS

INNOVATIVE STRATEGIES TO SECURE INNOVATIVE FUNDING

WHAT IS OUR IMAGE?

WHAT ARE THE ATTITUDES WE HAVE TO CHANGE?

WHAT CAN WE DO? PROMOTION OF VALUE

"Here's how we operate..."

- FOSTERING CONTRIBUTION (ALL KINDS...)
- FUND RAISING
- MAKE SOME NOISE
- VISABILITY
- COST OF SERVICES
- PRO-ACTIVE STANCE

PRODUCTIVITY

SCHOOLS LIBRARIES

Libraries as a part of EDUCATION ON EVERY LEVEL

FOSTERING INTEREST AND USE FOR STUDENTS

INTERDEPENDENCY

COMMUNITY

ACTIVE PARTNERSHIPS

LIBRARIES

BUSINESS

QUALITY OF LIFE

FAMILY

SCHOOLS

- VISION
- LIFE-LONG LEARNING
- CRITICAL THINKING
- LITERACY

OTHER PLAYERS

TECHNOLOGY GOV'T MEDIA

CONSIDER OTHER NON-TRADITIONAL PARTNERS

INCLUDING INTERNATIONAL RESOURCES!

LIBRARY ACCESS 24 HOURS A DAY!!

BREAKING DOWN THE BARRIERS TO INFORMATION ACCESS

IMPORTANT THAT LIBRARIES BE INFORMATION ADVOCATE

REPACKAGING INFORMATION

NETWORK OUT

EMPOWERMENT

INNOVATION

NEEDED: STATE-WIDE FUNDING for TECHNOLOGY

TECHNOLOGY LINKAGES TO OVERCOME ISOLATION

TECHNOLOGY = for ALL PEOPLE

WE CAN'T LOSE THE PERSONAL TOUCH HOWEVER

INFORMATION LITERACY

HOW CAN TECHNOLOGY HELP US? (NOT HARM US)

TECHNOLOGY

HOW ABOUT... LIBRARY HOME BACK PACK SCHOOL ROOM

INFORMATION SLEUTHING

Know what's available... Know how to find it... Know what agrees the info needs...

PARTNERSHIPS

WORKING BOTH DIRECTIONS

STATE INFO

- 800 Numbers
- Reward Info. sharers
- People-to-people Partnership
- Contact w/ Experts

1 Library CARD

LOCAL GOVT

LIBRARY

THINK TANK

Evergreen gets to drive

IMPORTANT: Providing info - RESOURCES to the ADULT - AND - YOUNG PEOPLE - AND - OLDER ADULTS

The Library as a:

- CLEARINGHOUSE
- PERSONALIZED SERVICE
- "BROKERING" AGENT
- CLOSER "TEAM PLAYER" WITH EDUCATION
- MULTI-LOCATION NETWORK of INFORMATION
- FOUNDATION of SERVICES
- SERVICE (NOT JUST A PLACE with BOOKS!)
- USER FRIENDLY!
- INFORMATION CATALYST!
- SYMBOL... AND LANDMARK
- LINKED INSTITUTIONS

OUR PEOPLE ARE EDUCATIONAL INSTITUTIONS

INFORMATION

ELECTRONICALLY AVAILABLE TO HOMES

TO SERVE A VARIETY OF NEEDS AND AUDIENCES

NEEDS TO BE SUPPLIED IN A VARIETY OF FORMATS

NOT JUST CENTRALLY LOCATED

Regional Library Linkage

THE INFO HIGHWAY

GOING HERE, THERE EVERYWHERE

HOWEVER

THE LIBRARY NEEDS TO MAINTAIN A PERSONALIZED ROLE IN THE COMMUNITY

A LIBRARY IS MORE THAN A PLACE IT'S A SERVICE!

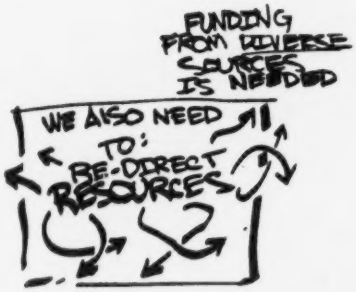
BEST COPY AVAILABLE

- Identify and disseminate Nebraska's "Information Highways" as one means of creating a wider awareness of the public and private information resources and services available in the state.

- Redirect the resources (financial, human, etc.) on local, county, state, and federal levels to better support information and library services in society.

- Develop a "database of databases" of Nebraska government information sources as a clearinghouse function on local, county, and state levels. On the state level, establish an "800" number for referral to the appropriate information resources.

- Explore new avenues of revenue-generation for Nebraska's information and library services, such as a $.01 charge on all long-distance telephone calls, or government incentives such as tax rebates for development and use of information networks.



- Expand the communication, cooperation and information sharing of state agencies in order to empower overlapping client groups. For example, target vulnerable and disenfranchised groups to receive information tools as an alternative to strictly financial welfare payments.

- Encourage Nebraska communities to develop public and private partnerships in order to ensure citizen participation in public policy formation and self-governing.

Librarians need to spend their time in the community ... listening and promoting ... introversion must change to extroversion.

Issue #2:

PARTNERSHIPS FOR PRODUCTIVITY

How do we empower Nebraskans to enhance their productivity?

Partnerships for Productivity was identified as the second of the three major themes around which presentations and small group discussions centered at the Nebraska Information Partnerships conference. Carolyn Corbin, founder and president of Carolyn Corbin, Inc., an international research and training firm specializing in business, social and public affairs issues, addressed the issue of enhancing competitiveness through information. Author of ***Strategies 2000***, Corbin emphasized the critical role that information and information providers play in individual and corporate productivity. The five major trends covered by Corbin include:

- sharing the power of the United States with the world and development of a global economy,
- demographic shifts such as the aging of the population, cross-cultural immigration, gaps between the educated and the illiterate,
- the United States' loss of technological production to Japan,
- the shift from an industrial economy to a service/information economy, and
- the family no longer serving as the functional basis or unit of society and the resulting need to recreate a new sense of community.

Initiatives and recommendations from ***Nebraska Futures*** and ***New Horizons*** also address issues of productivity and set forth strategies for change in Nebraska.

Questions Guiding Small Group Discussion

What kinds of information and library services will we need to be productive workers in the Twenty-First Century?

What resources/strengths/partnerships exist now that can be built upon to help us achieve these visions?

What barriers need to be removed or what resources/partnerships must be created to work toward these visions?

What makes a productive citizen?

Should a local business expect the local library to be a partner? In what ways? Do you think this is being done? How could it be done better? If the library is a partner, should a partner be paid?

How is information physically shared? What physical methods are used today? What physical methods are expected or dreamed of being used in the twenty-first century? How is information shared from library to person, library to library, and information source to library?

How will the rate at which technology advances affect information providers ? How will they meet the changes?

What are the differences between the information needs of a large business verses a small business? What is the difference in the source(s) of information?

Can libraries be expected to go to business or should business come to the library?

Visions

Personal vision of economic development partnerships in Nebraska: Citywide, statewide, nation wide and global clearinghouse or database of all economic and business data that is accessible at all times at no charge to all people at their home or business. Access is easy -- in friendly format -- so a person enters a topic and all available information is listed with information on how to get it.

Collaboration so that resources become accessible to all. Link all libraries and educational agencies at all levels. Link agencies dealing with specific social problems (e.g. unemployment) to provide the user with all the information they need. Link public and private information services. We need to reward information providers for sharing information so it becomes a valued and integral part of their job. There should be a computer in every home and place of business to access the information the user needs. One library card gives access to all libraries in a state. Sharing information through clearinghouses and "800" phone numbers.

Productivity is more than economic growth. All segments of the community learning to reach their own goals, as well as meaningful participation in the marketplace. Includes self-sufficiency. Includes personal satisfaction/success. Includes responsibility for the earth, the society, etc.

Libraries can serve as a focus for re-education, employment opportunities, career change for adults in a changing business world.

Libraries can develop networks with business to provide access to collections, assistance, advice, and ongoing communication.

Recommendations

Broadening cultural perspectives through libraries (languages, geography, differing values) can reduce discrimination in the workplace, as well as help business to reach out to new markets.

A classical education and library use can develop the critical thinking and flexibility needed in a changing workplace.

- Support development of a Nebraska State Information Center (see Suggested Solutions under Issue #1) as one means of providing the information needed to enhance productivity through community and economic development.

- Work closely with the North Carolina State Library in a "Partner-State" relationship to develop information resources for economic and community development.

- Develop information resources and approaches that emphasize development of the "whole person."

- Develop national and global linkages to information resources for productivity.

- Develop and promote information services and/or information consulting services for small businesses in Nebraska.

- Develop linkages, partnerships with organizations such as the Nebraska Rural Development Commission to assist communities and individuals in accessing information for community and economic development.

- Repackage information to meet productivity goals.

- Continue to develop Library and Information Specialists' roles as information brokers, generators, and disseminators.

- Encourage community coalitions for provision of "just-in-time" training and career transition information.

- Encourage "information sleuthing" -- knowing what's available, knowing how to find it, and knowing what satisfies information needs.

- Encourage communities to develop private and public partnerships and strategies to provide information services and resources for enhancing productivity through personal empowerment.

Libraries need to develop leadership, build bridges to the community, change a passive tradition into an active network.

WHAT CAN WE DO?
PROMOTION OF VALUE
LIBRARY ACCESS
24 HOURS A DAY
FOSTERING CONTRIBUTION (ALL KINDS)
FUND RAISING
MAKE SOME NOISE
VISABILITY
COST OF SERVICES
PRO-ACTIVE STANCE

Issue #3:

How do we enable people to develop the skills to effectively access and evaluate information?

PARTNERSHIPS FOR INFORMATION LITERACY

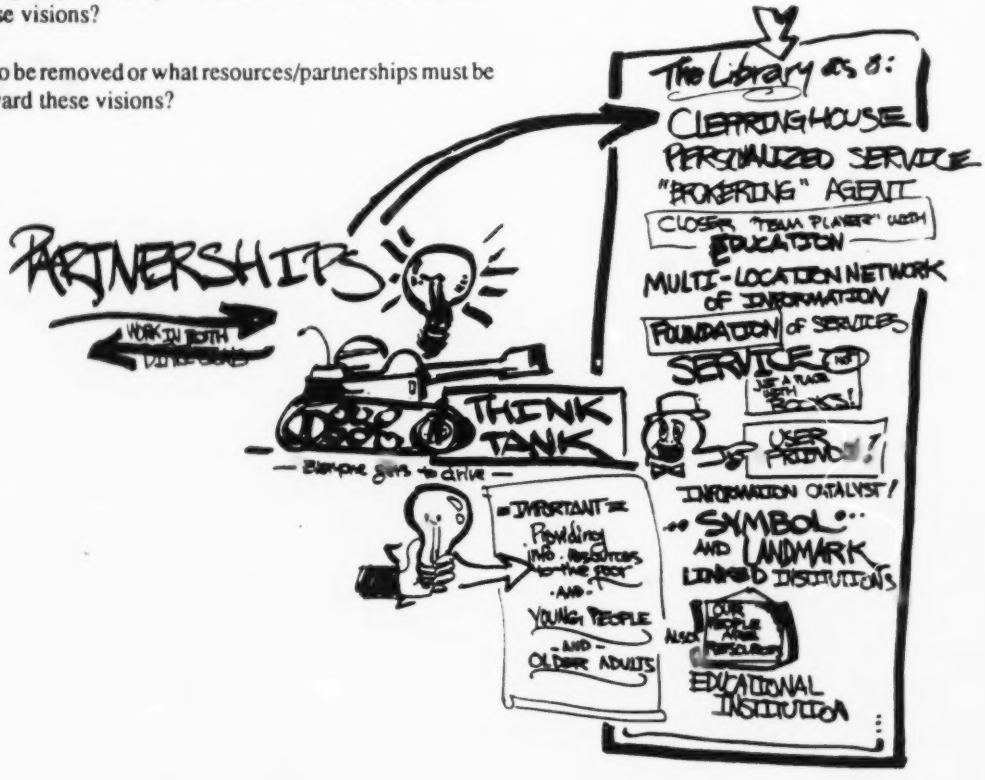
Information Literacy, the ability to effectively access and evaluate information for a given need, was the third theme for the Nebraska Information Partnerships conference. John Gottschalk, president and CEO of Omaha World-Herald and Bob Milligan, president of MI Industries spoke to the issue of information literacy and the need for certain skills and opportunities for Nebraskans to function in an increasingly complex information society. Discussions reinforced the need for continued work on basic literacy and increased emphasis on improving citizens' abilities to access, process, analyze, disseminate and apply information.

Questions Guiding Small Group Discussion

What kinds of information and library services will we need to be information literate members of society in the Twenty-First Century?

What resources/strengths/partnerships exist now that can be built upon to help us achieve these visions?

What barriers need to be removed or what resources/partnerships must be created to work toward these visions?



How do we define literacy, illiteracy, information literacy, and information illiteracy?

How is information literacy tied to productivity and to democracy?

What will librarians need in the Twenty-First Century to provide information to the public? What kind of education? What kinds of new formats will they adopt? What kinds of hardware, financing, and information sharing will be required?

Can resource sharing be tied to information literacy?

Do we in America have a RIGHT to information?

What happens if a population of information illiterates is allowed to grow?

Visions

Ideally, someday every home and business would have a computer and access to global information. Prior to the realization of this concept, however, the emphasis has to be on quick and easy access to this information. The information is there, the problem lies in its dissemination and access, access involving the actual tangible availability and one's feeling of "comfort" (for lack of a better word) in attaining such. I personally feel that the biggest barrier to attaining information (in a library setting especially) is one's lack of knowledge in going about how to get it. There needs to be continuing education for all ages as to how to use the library, what's new, what outside sources are available, etc.

I would like to see a statewide library system. One in which people from any community could borrow materials from any of the libraries of any other community. One in which a central library serves as an information clearinghouse for the whole state. I would also like to see more information sharing between higher education and institutions and elementary and secondary schools and their communities.

I envision a blending of community resources to help all of us to become information literate. This would involve teaching critical thinking skills to our children and adults. I hope for a continuation of leadership from governmental agencies in providing access to information at reasonable cost. I hope for a democracy in which every person has the information needed to make wise choices in choosing their leaders and living their personal lives.

Beth Goble,
Delegate to Nebraska Conference

Our educational system needs to be encouraged to develop inquisitiveness, motivation to seek information and curiosity.

Our society must encourage, stimulate and expect educational success.

Information is more than "sound bites" -- we need uncensored, multilateral, rational, factual information with extensive history and background.

Recommendations

- Encourage person-to-person networking and partnerships.

- Continue to work towards universal information access through means such as appropriate, affordable technology; repackaging in all formats for all types of users; standards in technological developments; and public support or subsidy of information and library services.

- Continue to pursue linkages between libraries and education on all levels (local, state, national).

- Continue to promote and support the role of librarians as information brokers, information access advocates, and generalists. A specific solution suggested the development of "Information Generalists" that serve in much the same role as the family practitioner does in medicine.

- Work with state government to develop state information policies and information literacy education. Use the State Information Center as the core group for sponsoring such efforts.

- Identify and disseminate Nebraska's "Information Highways," as one means of creating a wider awareness of the public and private information resources and services available in the state.

- Launch an aggressive statewide marketing/public awareness campaign on the importance of information literacy to productivity.

Information needs to be provided in many formats, be available at minimal cost and be rapidly accessible. Information systems must respect differences in culture, status and interests, as well as physical diversity.

General Recommendations

- Make the Nebraska Information Partnerships the library and information profession's theme for the 1990s, developing models, resources and spin-offs that can be used in a variety of ways as a blueprint for change and a means to accomplish the visions from this conference, as well as other goals that are being developed in the state.

- Hold a Nebraska Governor's Conference in two years (1993) to address issues related to Nebraska Information Partnerships.

- Encourage and support community public and private partnerships to develop the information and educational resources that will enable Nebraskans to develop the skills to effectively access and evaluate information.

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John Bernardi, Omaha
Mary E. Anderson, Omaha
Nina Little, Omaha
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Nebraska Humanities Council

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Related Publications of Interest

1. ***Nebraska Information Partnerships: 1990 Delphi Process Report***
   Complete report on findings of the two-round Delphi Survey conducted prior to Nebraska Information Partnerships Conference

2. ***Fact Sheets on Partnerships for Democracy, Partnerships for Productivity and Partnerships for Information Literacy***
   Each Fact sheet is a two-page summary of issues relating to the major themes of the Nebraska Information Partnerships Conference

3. ***Nebraska Information Partnerships Conference Program***
   The complete program of the Nebraska Information Partnerships Conference held February 24-26, 1991 in Omaha at the Best Western Regency West

4. ***Nebraska Information Partnerships Poster***
   An 11" x 17" multi-color graphic summary of the Nebraska Information Partnerships Conference discussions

5. ***Nebraska: Leading the Great Plains in the New Economy***
   A Ten-Part Action Agenda Prepared by Nebraskans as part of the New Seeds for Nebraska project, developed by Nebraska Futures, Inc. with the assistance of SRI International

6. ***A State for All Ages***
   A report of the first phase of New Horizons for Nebraska: Developing a Strategic Outlook for the Nebraska Legislature

Copies of the above publications and additional copies of this report may be obtained from:

Nebraska Library Commission
1420 P Street
Lincoln, Nebraska 68508

Telephone: 402-471-2045
800-742-7691 (in NE)
Fax: 402-471-2083

Illustrated by
Paul Hoffman

Developed & Sponsored by
Nebraska Library Commission
1420 P Street
Lincoln, NE 68508
402-471-2045